

Our 112th year of serving the Carbondale area - home of Alfred Washeleski

Carbondale News

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senior Chargeettes

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MAYOR CHARLOTTE MORO is shown signing the proclamation on Catholic Education week in Carbondale. Seated from left are Sister Eleanor Kalafut, IHM, principal of St. Rose Elementary School; Mrs. Moro, and Sister Rose Ann, CMC, representing Our Lady of Mount Carmel Elementary School. Standing from left are Lori Terman and Alex Kelly.

Three city schools note Catholic Education Week

Catholic Schools Week (January 29 - February 3) celebrates education that goes beyond preparation for a secular life - it is education that prepares students for a Christian life.

Catholic schools across the country are taking time out this week to celebrate their existence and the people who make them possible. St. Rose Elementary School is proud to join in the celebration that follows the theme chosen for this year's Catholic Schools Week, "Catholic Schools: Beacon of Hope." It is a theme that reflects our past, anticipates the future, and is firmly grounded upon Catholic Schools' own accomplishments and contributions to American education.

Sister Eleanor Kalafut, IHM, principal, announced the following activities for the week: Wednesday, Pre-Life films - grades 7 and 8 - 10

a.m. to 12 p.m. - Family Center. Grades 5 and 6 - 10 a.m. to 12 p.m. - Music Hall, Grade 4 - 1 p.m. - Library, Thursday - Student Content Dress Day - Theme "30's" Students will dress in keeping with the theme of the "30's." Prizes will be awarded to each class. Friday - First Friday liturgy - 9:30 a.m. - St. Rose Church; Teacher Appreciation Day; Luncheon for faculty; students demonstrate appreciation to teachers.

Monday's activities included "Blue and Gold" Day when the students dressed in the school's colors. It was also "Student Appreciation Day." On Tuesday, the faculty took to the eighth grade students in a basketball game. Catholic education is essentially living a Christian life. To be a Catholic means to be a follower of Christ. We must realize that Catholic

education is more personally concerned with learning to live and accepting self, Christ as the center of our lives, the "good news" as the source guiding our lives through the Holy Spirit. Parents and teachers alike have a mandate for God to provide an educational program that prepares students for the "more abundant life" which Christ came to give.

In preparing youth for life in the changing society of the twenty-first century, parents and teachers working together must give their children more than human and material values. By their daily examples, as much as by their instruction, they bear witness to Christ in order to prepare the youth of today spiritually.

The aim of Catholic education is to provide those experiences which with the aid of divine grace are calculated to develop in the student the understanding, attitudes, and habits needed for the purposeful Christian life in this world of today.

Tax time is here

School wage tax forms mailed

Forms for "Final Return for Earned Income Tax for 1983" have been mailed by the Don Wilkinson Agency, the Wage Tax Collector for the Carbondale Area School District. These forms must be filed by April 15, 1984. You are required to file this form even if no tax is due or the tax has been withheld by your employer. Unemployed and retirees are required to file this

statement even if no taxable income was earned. A representative of the Don Wilkinson Agency will be at the Carbondale Jr.-Sr. High School Administrative Office on February 7, between the hours of 10 a.m. and 3 p.m. for your convenience. If you want to make payment or have any questions, please come to the school and see the representative.

City wage tax office open longer

Effective Friday, February 3, the Carbondale Wage Tax Office will be open until 6 p.m. each Friday. The hours are being extended to make it easier for residents to pay their wage tax after work.

How to name a business?

Carbondale business names

are stories in themselves

By MIKE PETROVSKY

People don't usually give much thought to how businesses get their names unless they decide to go into business for themselves. Joseph Russo, the owner of La Belle Beauty Salon, Main St., found it difficult to choose a name for his business. He said he ended up leaving through the pages of a book when "La Belle" caught his eye. La Belle by the name means "the beautiful" in French. There is the tried and true method of using the name of the owner (s). Everybody's heard of Sears and Roebuck, J.C. Penney and Bell Telephone. Carbondale area businesses have done much the same thing. There's Zazzara's Food Center, Salter's Sweet Shoppe, Shaw's Stationery, Jody's Supermarket and McDonald's Restaurant. Just to name a few.

Sometimes a business using the name of an owner can be so well known that a new owner will use the name as Joseph Howard did when he took over Blotta's Restaurant and as Mark Kulechik said he may do when he becomes

owner of the Irving Theater.

Kulechik is currently the proprietor of a snack bar, video arcade and pool room situated in the lobby of the old theater.

Other business owners use their names but seem to disguise them. Ben-Mar's Restaurant for example uses a combination of the first letters of the first names of the owners, Benedetta and Martino Zazzara and the named of K-Line Building Supplies has been adapted from the name of its president Terry Kline. Other businesses will just use initials to name their enterprises for instance P and A Children's Dress Company for Patricia and Arlene Vaddella, MJ Sackey for Milano John Williams and C and G Towing for Garth Tonkin and Gene Connor.

Gene Connor has left the partnership. Besides using their names, there are business owners who wish to give their customers information when they choose names for their establishments. Some have no doubt as to what they want. Mister Donut, Plaza Crust, Carbondale Ready Mix Concrete Company Incorporated and Drester Coal. Others like to leave room for expansion. Chameleon Plus.

Some businesses have names that let people know where they are located like Park Cleaners, 9 Park Place, and Club 100, 100 Main St., Simpson. Some businesses also have names that let people know where their headquarters are like The Old River Road Bakery, Old River Road, Wilkes-Barre.

There is even a name of a business that tells customers what it does - The Fixit Shoppe. Creativity is not lacking in the names of area establishments either. Some choose names which seem appropriate - Animal Crackers for a children's clothing store, and Soda N' Dots and Soap Opera for luncheonettes. Others seem to do well using reverse psychology - Burning Expressions for a business that delivers balloons intact, and Bent-A-Wreck and Bent-A-Lemon for businesses that rent cars that don't necessarily break down frequently.

There is even a name of a business that gives a clue as to what the building was used for. The Barn Restaurant, French Hill, was formerly a barn for horses used in harness racing.

New business owners who have trouble finding names for their businesses might try looking in the phone book for ideas or, if all else fails, the phone books are full of "Aces," "Triple A's" and "Acme's," which seem to be effective "generic" names.

Alfred Washeleski is a very special person to the NEWS. Alfred is a subscriber to the Carbondale NEWS and lives in the Carbondale area.

Each week the NEWS randomly selects a name from our circulation list and places it at the top of our front page - to remind people that our hometowns are made up of people who may not be world famous, but who are important to us at the Carbondale NEWS.

If you do not have a mail subscription to the NEWS (you're not on our circulation list), and would like the opportunity to see your name on our newspaper, drop us a note and we'll add your name to our list of regular readers.

Meals On Wheels needs volunteers

By MIKE PETROVSKY

The Carbondale branch of the Lackawanna County Meals On Wheels Program is in desperate need of volunteers, according to Naomi Almar, director of volunteers for the county program which also has branches in Scranton, Clarks Summit and Moscow.

Meals On Wheels depends on volunteer drivers and carriers to

transport meals to people who are unable to prepare food for themselves because of old age, physical disability, infirmity or temporary illness.

Almar told the NEWS the program was started in Scranton 15 years ago and is patterned after a system used in London during World War II during the Blitzkrieg. Funding for the program comes from the Lackawanna County Area Agency on

Aging and the Pennsylvania Department of Welfare.

Rev. Neal J. Carrigan, executive director of the program, said Meals On Wheels also receives contributions from private citizens, families. However, Carrigan stated that these contributions provide only about 10 percent of the money needed for the program.

The county-wide program has about 350 recipients who are delivered one meal per day, five days a week. Hilda Cornell, Meals On Wheels Carbondale site director, and Clare Oul, stated that meals are delivered to 40 recipients in the city by seven drivers and four carriers who accompany the drivers and take the meals from the car into the home of each recipient.

Naomi Almar said that ideally there should be 10 drivers and 10 carriers for each of the Carbondale branch's two routes, or a total of 40 volunteers. Hilda Cornell said she would be satisfied with just half that amount.

Cornell explained that with five carriers and five drivers per route a person would only have to volunteer one day out of the week. Currently there are people who are delivering meals three and four times a week because of a lack of volunteers.

To get a better understanding of what a Meals On Wheels volunteer does the NEWS accompanied Esther Pulla on her route which includes people living on the west side of town.

Esther started with the program in the fall of 1982 as a carrier, however, with the present shortage of drivers and carriers she sometimes has to do both jobs. On the day the NEWS accompanied her, Esther singlehandedly delivered meals to the 20 recipients on her route. The Chamber of Commerce is providing counseling services absolutely FREE! This program benefits those who want to start-up a new business and businesses that are already established.

The specialists from the SBDC offer confidential counseling to assist in any business problem. The consultants can guide those interested in various areas, but one must call to get help. Counseling services are held in Carbondale, and to make an appointment, contact the Carbondale Area Chamber of Commerce at 285-1800.

Workshops will also be a major part of this important program. The first workshop, "Advertising for a Small Business" is scheduled for



ELIZABETH AND ALVIN MORRIS, 27 Battle Avenue, are both Meals on Wheels recipients. Elizabeth is almost totally paralyzed and is cared for by her father, Alvin. (NEWS Photo by Mike Petrovsky)



HAROLD PAUL MILLER, 1194 Washington Street, is a paraplegic. He depends on Esther Pulla and other Meals on Wheels volunteers to deliver one meal a day, five days a week. (NEWS Photo by Mike Petrovsky)

Free workshop slated as part of aid to local business owners

Who said you can't get something for nothing? The Small Business Development Center (SBDC), of the University of Scranton, has been working with the Carbondale Area Chamber of Commerce in providing counseling services absolutely FREE! This program benefits those who want to start-up a new business and businesses that are already established.

The specialists from the SBDC offer confidential counseling to assist in any business problem. The consultants can guide those interested in various areas, but one must call to get help. Counseling services are held in Carbondale, and to make an appointment, contact the Carbondale Area Chamber of Commerce at 285-1800.

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Tuesday evening, February 21. The session will be held from 7 p.m. to 10 p.m. at Saint Joseph Hospital's Marian Hall in the large classroom.

Workshop leader will be Carol Wallace, Assistant Professor of Communications at the University of Scranton. She received her B.A. and M.A. in Mass Communications from Wayne State University, Detroit, and is a doctoral candidate in Mass Communication and Rhetoric at the University of Iowa. She spent three years in public relations and advertising with the Automobile Club of Michigan and worked as editor and columnist for both the Medical Center News and the Renaissance Journal in Detroit. Currently, she teaches advertising classes at the University of Scranton, aimed at researching and developing advertising campaigns for the small business.

Who is Alfred Washeleski